

CLAIMS

What is claimed is:

- 5 1. A method in a communications device for delivering content, the method comprising the steps of:
- intercepting, from a requesting device, an initial request for initial content accessible from an initial content source;
- in response to intercepting the initial request:
- 10 creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and
- providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.
- 15
2. The method of claim 1 further comprising the steps of:
- transmitting the secondary content to the requesting device from the secondary content source; and
- 20 transmitting the initial content to the requesting device from the initial content source.
3. The method of claim 2 wherein the secondary content contains a reference to the identity of the initial content, such that when the requesting device receives the secondary content in response to the step of transmitting the secondary content to the requesting device, the requesting device can invoke the reference to the identity of the initial content in order to access the initial content causing performance of the step of transmitting the initial content to the requesting
- 25

device.

4. The method of claim 2 wherein the steps of transmitting the secondary content to the requesting device and transmitting the initial content to the requesting device occur in relation to each such that the requesting device has concurrent access to the secondary content in addition to the initial content.
5. The method of claim 1, wherein:
the redirection information includes a redirection command operable by the requesting device; and
wherein the redirection command includes the identity of secondary content causing the requesting device, in response to the step of providing, to access the secondary content from the secondary content source.
6. The method of claim 5 wherein the redirection command further comprises the identity of the initial content specified by the initial request, such that when the requesting device operates the redirection command, the secondary content source receives the identity of the initial content specified in the redirection command and causes the requesting device to receive the both the secondary content and the initial content.
7. The method of claim 1, wherein:
the redirection information comprises a first redirection command operable by the requesting device and including the identity of secondary content and wherein the step of providing includes a first step of providing to provide the first redirection command to the requesting device to allow the requesting device to access the secondary content from the secondary content source; and
wherein the redirection information further comprises a second redirection command operable by the requesting device and including the

identity of initial content and wherein the step of providing includes a second step of providing to provide the second redirection command to the requesting device to allow the requesting device to access the initial content from the initial content source.

5

8. The method of claim 7 wherein the communications device performs a step of providing a delay between the first and second steps of providing, such that the requesting device receives the secondary content in response to operating the first redirection command and then receives the initial content in response to operating the second redirection command at a time at least equal to the delay between the first and second steps of providing.

10

9. The method of claim 1, wherein:

15

the redirection information includes a framework operable by the requesting device; and

wherein the method of providing the redirection information further comprises the steps of:

20

providing the secondary content to the framework such that the requesting device can access the secondary content; and

providing the initial content to the framework such that the requesting device can access the initial content subsequent to accessing the secondary content.

25

10. The method of claim 1 wherein the step of creating redirection information comprises the steps of:

extracting request criteria from the initial request; and

selecting the identity of secondary content based from a plurality of identities of secondary content based upon the request criteria, such that the secondary content accessible by the requesting device is dependant upon the

request criteria of the initial request.

11. The method of claim 10 wherein the secondary content is advertising and
5 wherein the step of extracting and selecting are performed to select secondary
content for targeted advertising presentation to the requesting device.
12. The method of claim 1 further comprising the steps of:
detecting an occurrence of a secondary content condition, the secondary
10 content condition indicating a requirement for presentation of secondary content
to the requesting device, and in response to detecting an occurrence of a
secondary content condition, performing the steps of intercepting, creating
redirection information and providing the redirection information to the
requesting device, such that the requesting device accesses the secondary content
15 after occurrence of the secondary content condition.
13. The method of claim 12 wherein the secondary content condition is at least one
of:
i) detection of a change in root level domains between the initial request
and former requests; and
20 ii) an elapsed period of time.
14. In a communications device, a method for delivering content, the method
comprising the steps of:
intercepting from a requesting device, an initial request for content from
25 a content source;
identifying information related to the initial request;
generating a key based on the information related to the initial request;
and
sending the key to the content source to allow the content source to access the

information related to the initial request.

15. The method of claim 14, further comprising the step of:
forwarding the initial request, to the content source.

5

16. The method of claim 14 wherein the key associates information to the initial request, the information including at least one of:

- (i) demographic, and
- (ii) geographic information.

10

17. In a content source, a method for providing content, the method comprising the steps of:

- receiving an initial request for initial content;
- receiving a key, from a communications device, for locating information related to the initial request;
- selecting content based on the information; and
- transferring the content onto a network for receipt by the requesting device.

15

- 20 18. The method of claim 16 further comprising the step of:
providing the initial content to the requesting device.

19. A communications device for delivering content comprising:

- a memory;
- a communications interface; and
- a processor;
- an interconnection mechanism coupling the memory, the processor and the communications interface;
- wherein the processor is configured to:

25

intercept, from a requesting device, an initial request for initial content accessible from an initial content source,

in response to intercepting the initial request, create redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request, and

provide the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

5

10

20. The communications device of claim 19 wherein the communications device is further configured to:

15

transmit the secondary content to the requesting device from the secondary content source; and

transmit the initial content to the requesting device from the initial content source.

20

21. The communications device of claim 20 wherein the communications device is configured such that the secondary content contains a reference to the identity of the initial content, such that when the requesting device receives the secondary content in response to the step of transmitting the secondary content to the requesting device, the requesting device can invoke the reference to the identity of the initial content in order to access the initial content causing performance of the step of transmitting the initial content to the requesting device.

25

22. The communications device of claim 20 wherein the communications device is configured such that the steps of transmitting the secondary content to the requesting device and transmitting the initial content to the requesting device

occur in relation to each such that the requesting device has concurrent access to the secondary content in addition to the initial content.

23. The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a redirection command operable by the requesting device; and

wherein the redirection command includes the identity of secondary content causing the requesting device, in response to the step of providing, to access the secondary content from the secondary content source.

24. The communications device of claim 23 wherein the communications device is configured such that the redirection command further includes the identity of the initial content specified by the initial request, such that when the requesting device operates the redirection command, the secondary content source receives the identity of the initial content specified in the redirection command and causes the requesting device to receive the both the secondary content and the initial content.

25. The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a first redirection command operable by the requesting device and including the identity of secondary content and wherein the communications device further provides the first redirection command to the requesting device to allow the requesting device to access the secondary content from the secondary content source; and

wherein the redirection information further includes a second redirection command operable by the requesting device and including the identity of initial content and wherein the communications device further provides the second

redirection command to the requesting device to allow the requesting device to access the initial content from the initial content source.

- 5 26. The communications device of claim 25 wherein the communications device is configured to further provide a delay between the first and second redirection commands, such that the requesting device receives the secondary content in response to operating the first redirection command and then receives the initial content in response to operating the second redirection command at a time at least equal to the delay between the first and second steps of providing.
- 10 27. The communications device of claim 19, wherein the communications device is configured such that:
- 15 the redirection information includes a framework operable by the requesting device; and
- wherein the communications device is further configured to:
- provide the secondary content to the framework such that the requesting device can access the secondary content; and
- provide the initial content to the framework such that the requesting device can access the initial content subsequent to accessing
- 20 the secondary content.
28. The communications device claim 19 wherein the communications device, to create redirection information, is further configured to:
- 25 extract request criteria from the initial request; and
- select the identity of secondary content based from a plurality of identities of secondary content based upon the request criteria, such that the secondary content accessible by the requesting device is dependant upon the request criteria of the initial request.

29. The communications device of claim 28 wherein the secondary content is advertising and wherein the communications device is configured to extract and select secondary content for targeted advertising presentation to the requesting device.

5

30. The communications device of claim 19 wherein the communications device is further configured to:

detect an occurrence of a secondary content condition, the secondary content condition indicating a requirement for presentation of secondary content to the requesting device, and in response to detecting an occurrence of a secondary content condition, perform the steps of intercepting, creating redirection information and providing the redirection information to the requesting device, such that the requesting device accesses the secondary content after occurrence of the secondary content condition.

1

15

31. The communications device of claim 30 wherein the communications device is configured such that the secondary content condition is at least one of:

i) detection of a change in root level domains between the initial request and former requests; and

20

ii) an elapsed period of time.

32. A communications device for delivering content comprising:

a memory;

a communications interface; and

25

a processor;

an interconnection mechanism coupling the memory, the processor and the communications interface;

wherein the processor is configured to:

intercept from a requesting device, an initial request for content from a

T0220T 2996200T

content source;

identify information related to the initial request;

generate a key based on the information related to the initial request; and

send the key to the content source to allow the content source to access

5 the information related to the initial request

33. The communications device of claim 32, wherein the communications device is further configured to:

forward the initial request, to the content source.

10

34. The communications device of claim 32, wherein the key associates information including at least one of:

(i) demographic, and

(ii) geographic information

15

to the initial request.

35. The communications device of claim 32, wherein the communications device is further configured to:

receive an initial request for initial content;

20

receive a key, from a communications device, for locating information related to the initial request;

select content based on the information; and

transfer the content onto a network for receipt by the requesting device.

25 36. The communications device of claim 32, wherein the communications device is further configured to:

provide the initial content to the requesting device.

37. A computer program product that includes a computer readable medium having

10029567.102204
10029567.102204

instructions stored thereon such that, when the instructions are carried out by a communications device, the communications device is capable of performing the steps of:

5 intercepting, from a requesting device, an initial request for initial content accessible from an initial content source;

in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

10 providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

38. An communications device, for delivering content, comprising:

15 (i) a memory;

(ii) a communications interface; and

(iii) a processor;

(iv) an interconnection mechanism coupling the memory, the processor and the communications interface;

20 (v) means, coupled to the communications interface, for intercepting from a requesting device, an initial request for initial content accessible from an initial content source;

25 (vi) means, coupled to the communications interface, for, in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

(vii) means, coupled to the communications interface, for providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.